

# Empowering Employees with Intelligent Search

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Workplace Relevance Report 2022

# Are Employees Driven by Information — or Stalled?



# The (Long) Quest For Knowledge...

## REPORT FINDINGS

- 3.6 hours per day spent searching for information
- 60% searching within four or more data sources
- 43% attributed the problem to ineffective search technology



# Where were we?





## Where were we?

- ~~Misspellings~~
- ~~Synonyms~~
- ~~Full sentences~~
- Magical combination of the key words ✓  
hard coded into the system



# Where were we?

Visitor vs. Guest Pass

External Speaking vs. Presentations

External Presentations

Compliance



## Where were we?

5,632

**Jumpwords to memorize**

Led to knowledge content solving for poor search, resulting in large pages full of too much data and endless scrolling and searching on a page for information.

Analytics were limited, data could only be trusted directionally, and we couldn't measure how we were doing.

# Objectives

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- Improve time from search to click
- First call resolution
- Reduce Average Handle Time
- “Google like” search experience
- Deliver the right information, to the right person, at the right time





# KNOWLEDGE MANAGEMENT CAPABILITIES

*We identified six capabilities that address the problem and reduce the impact*

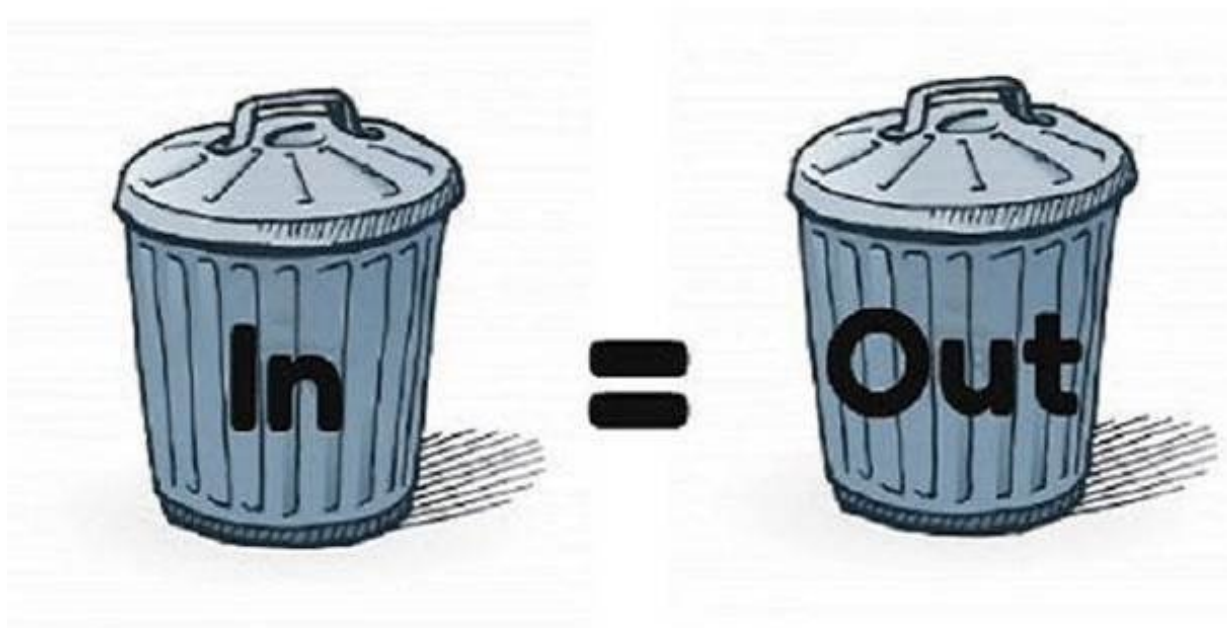




# Vendor Selection

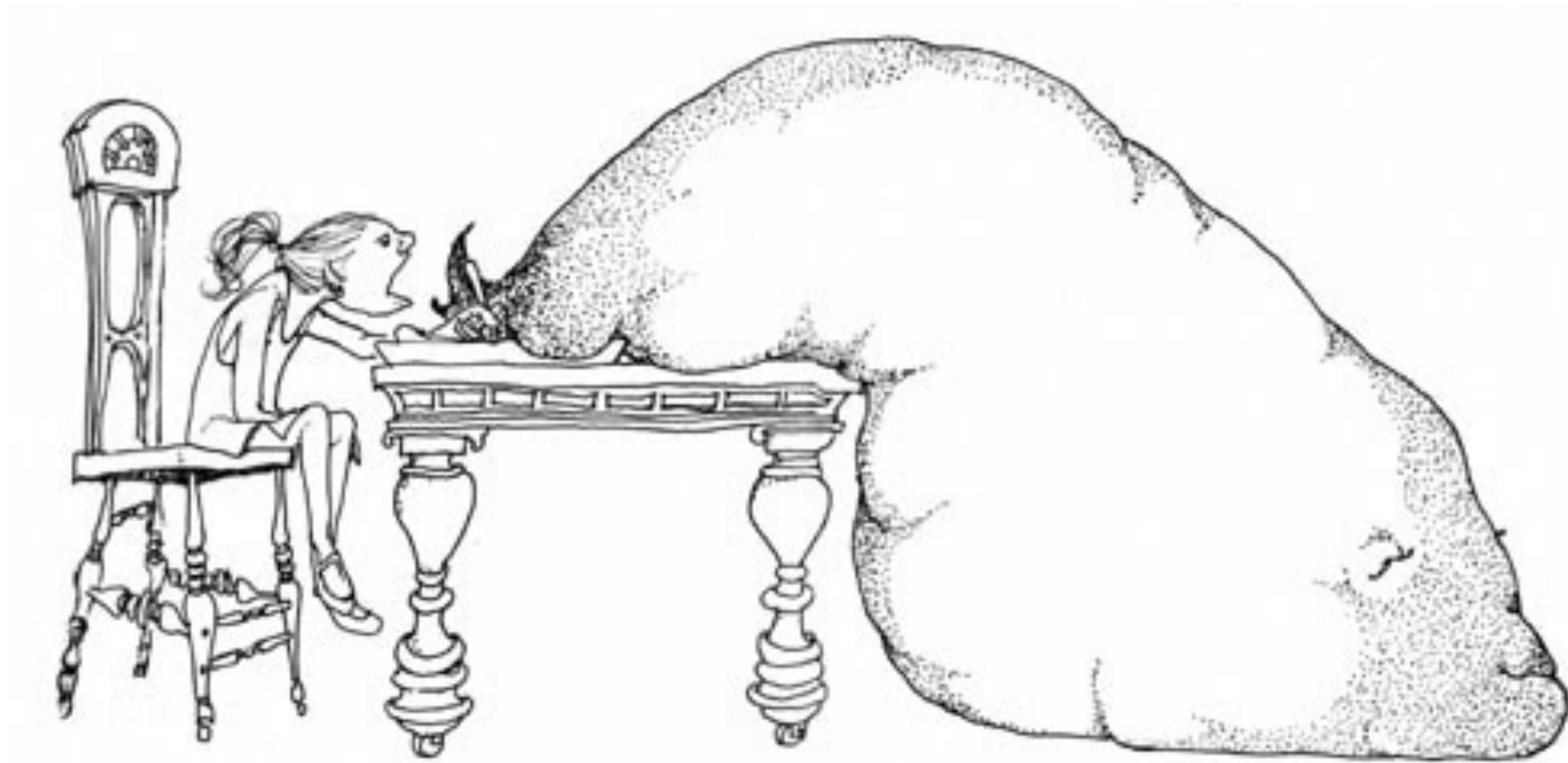
## Factors we considered

- Scope: Internal, External, or Both
- Buy vs. Build / Configure vs. Customize
- Primary connectors that you will need
- Connectors can cost extra
- How you calculate your ROI
- Needed features for the changing environment such as mobile responsive
- Where to start: Search vs. Content





# Implementation



Silverstein, S., 1974. *Where the Sidewalk Ends*.



# Implementation

- 6 months to implement and release to production (could potentially be done in 3)
- 2 years for the full knowledge transformation
- Ran the experience through our UX lab
- Beta testing with a subset of users in production prior to release
- Helped the system along by adding specific “featured results” and synonyms specific to our business.
- Approximately 30K interactions are needed for machine learning (ML) to truly kick-in, but we saw benefits far earlier
- Established new baselines
- Starting with search garnered a lot of early excitement
- Think about bringing search to where your people are working especially in this remote environment
  - Reduces swivel to other systems
- How can search work better for you
  - Is there data that can enable search results before a user does anything?

**It's been my favorite part. It's Google like. The process to get to the content pages is much faster this way in the dashboard as compared to having to open the intranet and then content and then the whole search experience.**

**It was very nice to be able to type in sentences and get search results quickly and they were linked right to the content pages.**



## SearchResults

What is the tax filing deadline



KC Retail

### Refine by

Results 1-10 of 5,199 for What is the tax filing deadline

#### Topic

Search

- ☐ clients (1,763)
- ☐ distributions (329)
- ☐ tax (284)
- ☐ schwab (1,096)
- ☐ forms (167)
- ☐ business day (129)
- ☐ accounts (1,106)
- ☐ deadlines (14)
- + Show more

#### File Type

- ☐ Document (121)
- ☐ HTML File (2,436)
- ☐ msg (7)
- ☐ PDF File (2,572)
- ☐ Presentation Document (27)
- ☐ Spreadsheet Document (36)

### When is the Tax Filing Deadline?

#### Note:

- The tax filing deadline is usually April 15. However, Emancipation Day falls on Saturday, April 16, and Friday is the observed holiday in D.C. Therefore, the 2021 tax filing deadline is Monday, April 18, 2022.
  - The 2021 tax filing deadline for **Maine and Massachusetts residents is Tuesday, April 19, 2022** because the Patriots' Day holiday is observed Monday, April 18, 2022.
- <https://schwab.sharepoint.com/sites/RetailKnowledge/SitePages/KC0100980.aspx>

### Tax Season

Was this useful? Yes No

### People also ask

- What is the deadline for a tax year 2021 Roth conversion? ✓
- What's the deadline to open and contribute to an IRA for the 2021 tax year? ✓
- What is the deadline for a client with IRA Check writing to have a check post for the 2020 tax year? ✓

KC RETAIL

Retirement Account Deadlines



g

Join

Search

Attached

Case History

How can I change my tax withholding

X

RETAIL KNOWLEDGE

ALL

IASK

Results 1-5 of 830 for **How can I change my tax withholding**

RETAIL KNOWLEDGE

**MoneyLink**

Overview ... Q: **Can** clients use MoneyLink for additional Schwab accounts? ... **Tax Withholding Election Form** for Individual Retirement Accounts

RETAIL KNOWLEDGE

**Using Client Central to Track a Client's Tax Withholding Elections (TWE)**

... page explains **how** reps **can** enter a **Tax Withholding Election (TWE)** using Client Central.  
... **Tax Withholding Election Policies and Procedures**

RETAIL KNOWLEDGE

**Michigan State Tax Withholding Requirements**



## Results

11.25%

Reduction in Average Handle Time during the beta



## Results

2.5

Initial Average Click Rank Baseline

1.9

Current Average Click Rank Baseline





## Results

71%

Reduction in time from Search to Click from old search to Intelligent Search baseline  
(realized by essentially just turning on the new tool)

84%

Continued decrease since the baseline was established



## Results

53%

Intelligent Search adoption rate so far


# Results

## How do search results stack up across platforms?

### Old Search


Search Term: **RMD**

Top Results:

1. RMD Playbook 
2. Traditional IRA, SEP, SIMPLE, and QRP...
3. Inherited IRA RMDs

Search Term: **Tax hub**

Top Results:

1. Tax Hub 
2. General Tax Information Index
3. Tax Index

Search Term: **Option Margin Requirement**

Top Results:

1. Option Account Feature Facts & Feeds
2. Options Trading Index
- ....10. Options Margin Requirement 

Search Term: **How to deactivate StreetSmart Edge**

Only Results:

1. Direct Access and StreetSmart Order Routing
2. Risk Management Within StreetSmart Platforms
3. Investor Services Trade Support Group Process

 = where the clicked results from Intelligent Search rank in Old Search

### Intelligent Search


Search Term: **RMD**

Top Results:

1. RMD Playbook 
2. RMD Quick Start Guide 
3. RPS Required Minimum Distributions


Search Term: **Tax hub**

Top Results:

1. Tax Hub 
2. Tax & Retirement Escalation Team (TRET) 
3. Special Tax Forms Index 



Search Term: **Option Margin Requirement**


Top Results:

1. Options Margin Requirement 
2. Option Order Requirements
3. Margin Requirements by Position for Clients

Search Term: **How to deactivate StreetSmart Edge**

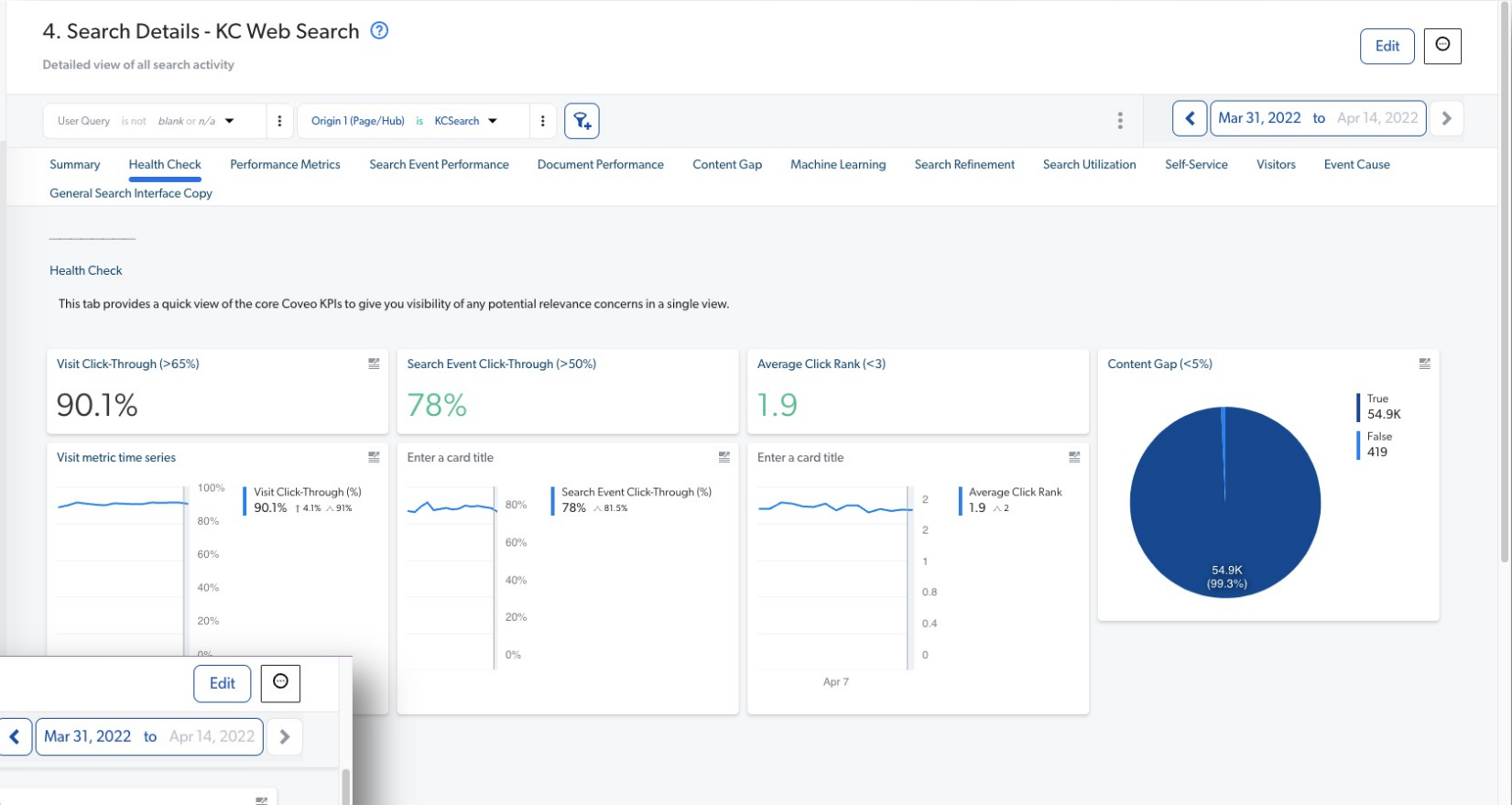
Top Results:

1. How to Upgrade StreetSmart Edge 
2. StreetSmart Edge Overview 
- 3 Direct Access and StreetSmart Order Routing

 = clicked result within the Intelligent Search Insight Panel



# Metrics





# What's Next

- Full knowledge transformation and retirement of legacy systems
- Scaled expansion of Intelligent Search to the enterprise
- Integration with chat bots
- A/B Testing - Data Driven Results
- Continued Refinement - Knowledge content is never complete

# Things to Remember

1. Objectives - know where you are headed
2. Articulate your ROI
3. Choose a vendor that fits your needs
4. Eat the whale one bite at a time
5. Measure your results "You can't manage what you don't measure"

**Happy Searching! Happy Finding!**

Q & A

Thank you!